



ADVENTURES IN LIVING  
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# IDAHO TRAVEL COUNCIL **MARKETING PLAN** 09-10



# MISSION

*The mission of the Idaho Travel Council and the Division of Tourism Development is to increase travel and visitor expenditures throughout all of Idaho in order to increase tax revenues and employment. The Council and Division will achieve this goal by increasing awareness of and inquiries about Idaho's destination travel opportunities and encouraging the expansion of Idaho's travel service capability. Growth in state tax revenues paid by all travelers, including in-state residents, is a significant benefit to the state's economy.*

Idaho's marketing program focuses on the travel to and within Idaho that requires one or more overnight stays. Growth in the program will be a result of expanding the awareness of Idaho as a destination, thereby increasing the demand for accommodations within the state. The enhanced awareness of and demand for rooms in Idaho can be measured by:

1. HIGHER OCCUPANCY RATES,
2. HIGHER HOTEL ROOM REVENUES
3. STIMULATING ADDITIONAL CAPITAL INVESTMENTS IN HOTEL & HOSPITALITY FACILITIES.

Growth in state tax revenues paid by all travelers, including in-state residents, is a significant benefit to the state's economy.

## 2009-2010 MARKETING PLAN

At over \$3 billion in domestic and international spending, the travel and tourism industry is Idaho's third largest and continues to grow in size and importance. To have a healthy industry and to compete for today's tourism dollar, the State must be marketed effectively. This responsibility is managed by the Idaho Dept. of Commerce, Division of Tourism Development, with the advice of the Idaho Travel Council. By law, travelers pay a 2% room tax on hotels, motels and private campgrounds, thus generating the funds used to market Idaho.

This plan for Idaho details the overall marketing and financial objectives and identifies the program and strategies for achieving these objectives. In addition, the plan provides a discussion of key issues that impact the marketing of our state. It also addresses programs identified in the Strategic Work Plan for Tourism Development, including the Governor's Project 60, which sets forth a larger, more comprehensive plan to grow Idaho's Gross Domestic Product to \$60 billion. Project 60's planned growth is through systemic growth, domestic and international recruitment, commercialization of technology and growth in investment capital. More information can be found at [www.commerce.idaho.gov/business](http://www.commerce.idaho.gov/business)



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## NATIONAL TRENDS IN TRAVEL:

# AN ECONOMIC ENGINE FOR AMERICA AND IDAHO

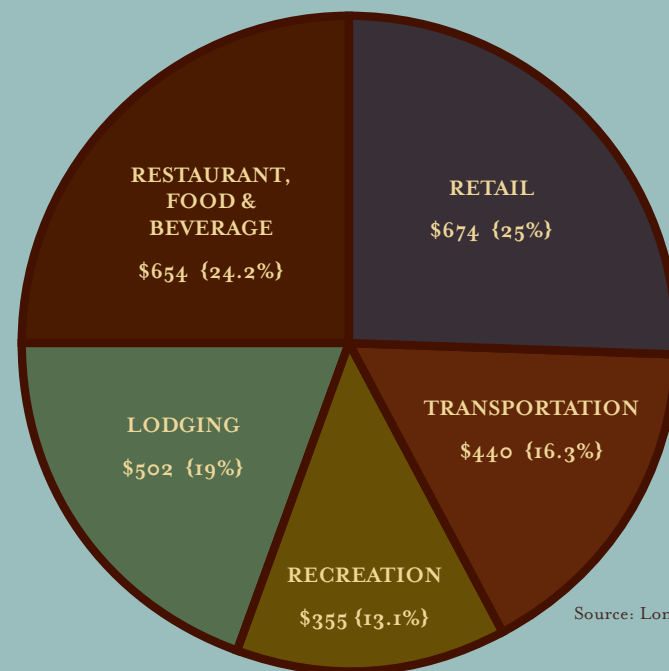
For the first time since 9-11-01, America's travel industry registered a drop from its previous year. Nationally, total overnight trips fell 1.4% from the year prior. Business travel showed the steepest decline, off 12.6% from 2007. In 2008, Idaho did better than most other states by increasing its market share of the total U.S. travel market by .1% in both day trips and overnight trips. There were nearly 32 million person-trips made to Idaho in 2008 with 84% made for leisure purposes.

DOMESTIC VISITOR SPENDING IN IDAHO GREW TO \$2.7 BILLION FOR 2008. WHEN ADDED WITH THE TOTAL INTERNATIONAL SPENDING, THE INDUSTRY GREW TO OVER 3 BILLION.

Expenditures by travelers staying overnight averaged \$407 per travel party if they were traveling for leisure purposes and \$283 per travel party if they were traveling for business purposes.



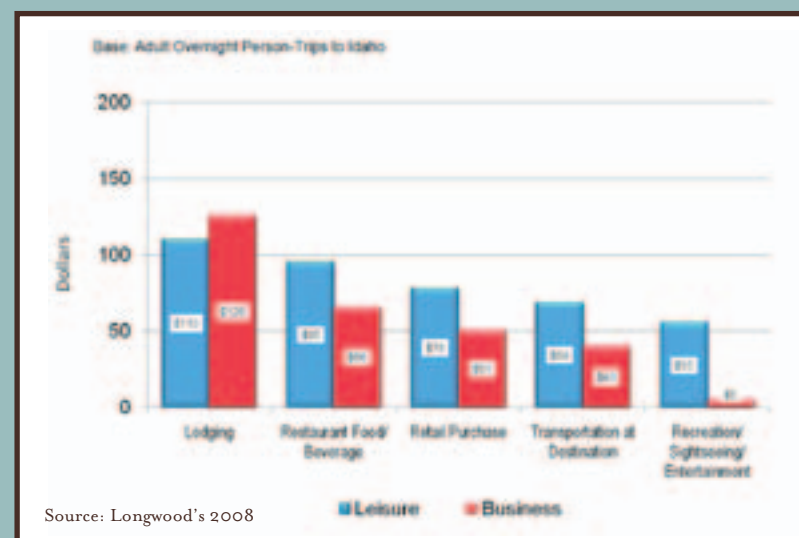
TOTAL VISITOR SPENDING IN IDAHO – BY SECTOR  
{IN MILLIONS} Total Visitor spending = \$2.7 Billion



Source: Longwood's 2008

More economic impact travel information on Idaho located at [www.commerce.idaho.gov/travel](http://www.commerce.idaho.gov/travel) and [www.poweroftravel.org](http://www.poweroftravel.org).

TOTAL VISITOR SPENDING IN IDAHO – BY SECTOR



# TOP COUNTIES FOR VISITOR SPENDING IN 2005

	Amount	% of state
ADA	\$1,128	38%
BANNOCK	\$153	5%
BLAINE	\$154	5%
BONNEVILLE	\$221	7%
CANYON	\$127	4%
KOOTENAI	\$288	10%
NEZ PERCE	\$103	3%
TWIN FALLS	\$148	5%

Figures in millions — GI 9/05

The importance of the travel and tourism industry to Idaho's employment is widespread. Rural communities in Idaho have a high percentage of workers directly employed in the industry. As of 2009, this totals 24,100 jobs statewide.

# TOP COUNTIES FOR TOURISM JOBS

ADA	13%	GEM	10%
BANNOCK	10%	KOOTENAI	13%
BEAR LAKE	22%	LEMHI	12%
BENEWAH	11%	LINCOLN	58%
BLAINE	25%	NEZ PERCE	11%
BOISE	21%	SHOSHONE	22%
BONNER	11%	TETON	17%
BONNEVILLE	11%	TWIN FALLS	10%
BOUNDARY	19%	VALLEY*	36%
CAMAS	11%	WASHINGTON	11%
CUSTER	33%		

\*Reduced from 2005  
Source: Global Insight, September 2005)





# THE COMPETITION FOR VISITORS IS KEEN

Other states and municipalities have also seen the advantages of a strong tourism economy, so the competition to attract visitors is fierce. Idaho ranked 38th nationally in budget size and next to last among the 13 western states.

## WESTERN STATE TOURISM OFFICE BUDGETS BY RANK AND BUDGET 2007 / 2008

1. HAWAII	\$85,100,000
3. CALIFORNIA	57,987,914
9. ARIZONA	24,986,829
10. COLORADO	22,671,508
13. UTAH	19,583,500
14. NEVADA	19,279,583
16. NEW MEXICO	16,853,100
27. WYOMING	11,744,264
29. OREGON	11,130,000
32. MONTANA	10,497,336
33. ALASKA	10,062,578
38. IDAHO	7,877,375
40. WASHINGTON	6,639,275

# THE TRAVEL CONSUMER CHALLENGE

Today's travel consumer has literally thousands of choices and millions of ways to get information about destinations, accommodations and travel options. In recent years over 1.5 billion trips of 50 miles or more are taken in the United States with the great majority (81%) taken for pleasure. The challenge for the travel and visitor industry in Idaho is to be among the top choices of destinations for those persons planning a pleasure trip. In today's 24/7, on-demand media world, getting the attention of audiences and encouraging them to visit Idaho is an increasingly difficult job.



# DEMOGRAPHICS:

THE FOUNDATION TO UNDERSTANDING OUR VISITOR



We are a mobile society and travel is so embedded into the American experience that a majority of U.S. population (58%) travels for leisure purposes at least once a year. Some people travel more than others:

1. TRAVEL INCREASES WITH INCOME.
2. TRAVEL INCREASES WITH EDUCATION.
3. PERSONS LIVING IN METROPOLITAN CENTERS AND SUBURBS ARE MORE LIKELY TO TRAVEL THAN THOSE LIVING IN SMALL TOWNS.
4. PERSONS LIVING IN THE SOUTHEAST U.S. ARE LESS LIKELY TO TRAVEL THAN THOSE LIVING ELSEWHERE IN THE U.S.



## PROFILE OF A TYPICAL IDAHO TRAVELER



GENDER (WOMEN)	56% OF DAYTRIPS 52% OF OVERNIGHT TRIPS
MARITAL STATUS	74% MARRIED
EDUCATION	81% SOME COLLEGE OR COLLEGE GRADS
HOUSEHOLD INCOME	33% MAKE OVER \$75K 21% \$50-75K 31% \$25 - 50K 15% UNDER \$25K
EMPLOYMENT	64% FULL OR PART TIME 35% RETIRED OR OTHER
CHILDREN	58% NO CHILDREN 42% AGES 6-17 YEARS 21% CHILD UNDER 6 YEARS

Source: Longwood's 2008



# THE IDAHO TRAVELER: BEYOND DEMOGRAPHICS



The typical traveler to Idaho has broadly fallen into two huge markets: Boomers and Families. These two large audiences travel more often, spend more and are slated to grow as the economy expands. Yet, it's possible to get a tighter definition of critical segments with Boomers and Families.

Idaho's destinations tend to appeal to several specific life-style clusters among the over 66 clusters identified by PRIZM, a registered research program of Claritas.

In 2008, ten PRIZM clusters of life style, life stage segments emerged as having the highest interest in traveling to Idaho. As such, the following clusters are segments which have a higher likelihood of responding favorably to marketing from Idaho's travel industry and cumulatively represent almost 21% of the total households in the U.S.



## Top 10 by Rank



### 1. Country Squires

Affluent baby boomers that live in small towns. Enjoy country club sports.

- Upscale, middle age with kids
- Income \$132,461
- % of U.S. population – 1.96%

### 2. Traditional Times

Small town couples nearing retirement beginning their first years as empty-nesters. Big travelers, like RV's and campers.

- 50-60 years old
- Upper middle class
- No kids
- Income \$70,320
- % of U.S. population - 2.89%

### 3. Fast Track Families

Families of middle aged parents, numerous children and spacious homes. Child focused and educated. Buy latest technology. Like camping, boating and fishing.

- Upscale
- Middle age with kids
- Income \$87,373
- % U.S. population - 1.76%

### 4. Big Fish, Small Pond

Older, upper-class, college educated professionals and leading citizens of small towns.

- Upscale
- Older without kids
- Income \$113,386
- % U.S. population - 2.31%



Continued on next page

## 5. Big Sky Families

Young, rural families in America's heartland. High school grads with blue collar jobs. Busy upper-middle class lifestyles. Heavy consumers of sporting equipment and enjoy all sports.

- Upper-middle class
- Young with kids
- Income \$66,670
- % U.S. population - 1.96%

## 6. New Homesteads

Young, upper middle class families looking to escape suburban sprawl in small rustic towns. Dual income couples, child centered lifestyles and decent paying blue collar jobs. Big on campers and power boats.

- Upper-middle class
- Young with kids
- Income \$67,222
- % of U.S. population - 1.90%

## 7. Kids and Cul-de-sacs

Upper-middle class, suburban, married couples with kids. College educated, white collar professionals with administrative jobs and good incomes. High rate of Hispanic and Asian Americans. Big on child centered products.

- Upper-middle class
- Young with kids
- Income \$81,033
- % of U.S. population - 1.62%

## 8. Simple Pleasures

Mature households with most over 65 years and retired from blue collar jobs. Lower middle class in modest homes. High school educated.

- Lower middle class
- Old without kids
- Income \$56,150
- % of U.S. population - 2.33%

## 9. Mayberry-ville

Middle aged households in small towns with lucrative blue collar jobs and moderate housing. Big on hunting and fishing. Spend discretionary cash on boats, campers, motorcycles and pick ups.

- Upper middle class
- Middle aged without kids
- Income \$63,764
- % of U.S. population - 2.52%

## 10. Upward Bound

Soccer moms and dads in small satellite cities. College degrees, dual incomes and kid-obsessed. Big on camping, computers and kid activities

- Upscale
- Middle age with kids
- Income \$97,680
- % of U.S. population -1.54%

Source: 2008 Conversion Study by Madden Media





# IDAHO'S NICHE AUDIENCES

Idaho's unique travel and recreation attractions provide the opportunity to concentrate on specialized markets that have a natural interest in the state. These niche audiences are made up of all ages: boomers, family travelers, Gen X and Gen Y age groups and they are seeking adventure and new experiential travel.



## IDAHO'S NICHE AUDIENCES OF FOCUS

SKIING / SNOWBOARDING

SNOWMOBILING

RV AND CAMPING

GUEST RANCHING

OUTDOOR ADVENTURE

WATER RECREATION (sailing, boating, whitewater rafting)

LAND RECREATION (hiking, biking)

OUTDOOR RECREATION (fishing, hunting)

GOLF

INTERNATIONAL

GROUP TOUR

CULTURAL/ HISTORIC

CULINARY TRAVEL/WINE TOURS

PET FRIENDLY

SCENIC BYWAYS

WATCHABLE WILDLIFE

VOLUNTOURISM

GEOTOURISM

FILM PRODUCTIONS & FESTIVALS

TRIBAL TOURISM

GEO-CACHING

GIRLFRIEND GETAWAYS

OFF ROAD

SPORTING EVENTS

TRANSPORTATION (motorcycle, private pilot)

# TARGET MARKETS FOR IDAHO

## GEOGRAPHY



With a limited budget for Idaho tourism marketing, success will come through market focus and proper channeling. Addressing the right demographic market within the right geography will pay better dividends than a shotgun approach to all persons in all places.

To sort it out, three key variables work to benefit Idaho:

- ACCESS
- DIFFERENTIAL ADVANTAGE
- URBAN RESPITE

Time and distance are important to the visitor when deciding on a trip. Consequently markets that have easy access to Idaho are more productive than those far away. Visitors like to see new scenery. So, markets that are located in climates or topographies that are different from those found in Idaho provide a “differential advantage” for Idaho. Finally, Idaho’s unhurried way of life is a draw to those who live and work in busy, crowded urban areas.

There is interest in Idaho from just about every state in the country. However, over 88% of all inquiries have come from persons living in the west or mid-west.



# TOP ORIGIN STATES FOR VISITING IDAHO INQUIRES

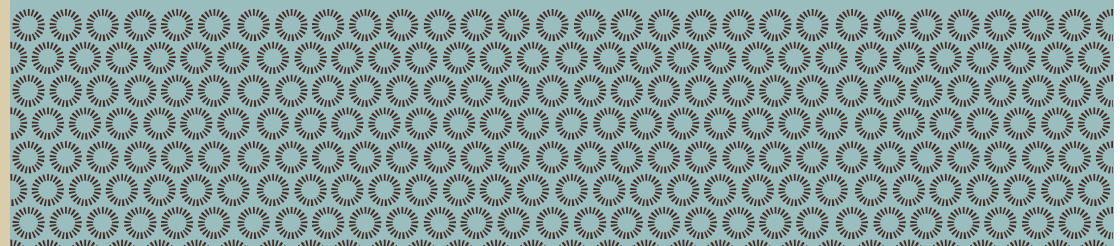


IDAHO	35%
WASHINGTON	17%
UTAH	11%
CALIFORNIA	7%
MONTANA	5%
OREGON	4%
ARIZONA	2%
NEVADA	2%

Source: Longwood's 2008

In addition, interest in Idaho is higher from:

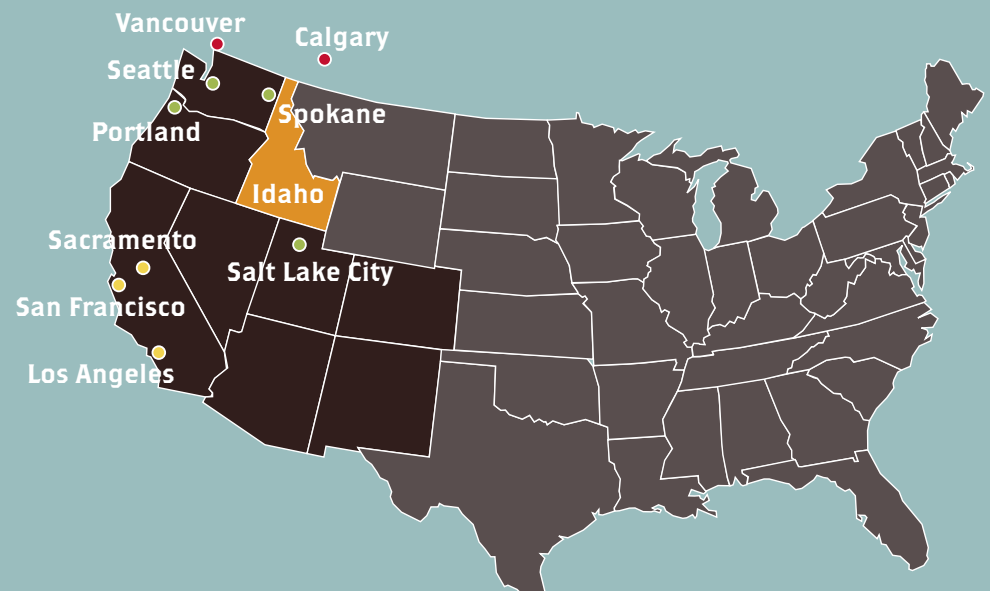
- WESTERN METROS  
(e.g. Spokane, Salt Lake City, Seattle, Los Angeles, Portland)
- IN-STATE MARKETS  
(e.g. Boise, Idaho Falls, Pocatello, Twin Falls)
- MIDDLE CLASS WESTERN SUBURBS  
(e.g. Yakima, Missoula, Tacoma)
- WESTERN COMMUNITIES WITH HOT SUMMERS.  
(e.g. Phoenix)



# TOP ORIGIN MARKETS FOR IDAHO

- 33%: SEATTLE, SPOKANE, SALT LAKE CITY & PORTLAND
- 29%: BOISE, IDAHO FALLS, POCATELLO & TWIN FALLS
- 6%: LOS ANGELES AND SAN FRANCISCO BAY CITIES
- 5%: VANCOUVER, CALGARY

— Longwood's 2008; DK Shifflet 2005



# MARKETING OBJECTIVES

## GIVING FOCUS AND ACCOUNTABILITY

Clear-cut and succinct objectives keep the travel marketing program efficient, accountable, and measurable as well as producing a high return on investment.

- Project flat growth for lodging and campground tax collections through FY10 (just under \$7 million).
- Increase phone, email, collateral and website inquiries for all Idaho travel information to 1,500,000 by June 30th, 2010.
- Increase the exposure of Idaho messages in paid media impressions to 275,000,000 by June 30th, 2010.
- Increase the ad equivalency exposure to Idaho messages generated from public relations to \$45,000,000 by June 30th, 2010.
- Increase the overnight stays offered by international tour companies in key markets including UK, Italy, France, Germany and Benelux to 300,000 by June 30th, 2010.
- Increase website pageviews across all visitidaho.org sites to 7.0 million by June 30, 2010.
- Expand cooperative support to the state's tourism program by private sector companies and public sector entities to \$1,500,000 by June 30th, 2010.
- Expand the economic impact of independent and feature films, national commercials and television programming to \$5,000,000 by June 30th, 2010.



## THE IDAHO MESSAGE: AN OPPORTUNITY TO DEFINE OUR STATE

Launched in 2007, Idaho's Adventures in Living brand campaign sought out to promote the state's unique identity with the goals of creating greater national awareness and stimulating travel to and throughout the state. These messages were used throughout the state's marketing campaigns in a consistent, unified manner across all media forms. The program used spectacular scenery that is viewed as accessible and approachable to boomers, families and combined with copy that engages its audience in a very real and personal way.

For FY10, the marketing plan will take a progressive step forward, proving that Idaho truly is Adventures in Living. The brand will be communicated via a real life family experiencing a 10-day adventure vacation throughout the state. Coupled with an integrated media plan, the campaign will showcase the state in new and unique ways with viral video content and rich digital media assets.



Wirthlin identified other positive attributes that are ascribed to Idaho which were confirmed in the 2006 DK Shifflet study.

- AN IDAHO VACATION IS A GOOD VALUE
- IT'S A GOOD PLACE FOR FAMILIES WITH CHILDREN
- VISITORS TRAVEL A LONGER DISTANCE TO VACATION IN IDAHO
- IDAHO IS FILLED WITH BEAUTIFUL SCENERY, LAKES, RIVERS AND MOUNTAINS
- IDAHO'S UNIQUE IDENTITY IS EXPRESSED THROUGH THE DIVERSITY OF OUTDOOR RECREATION

These messages are used throughout the state's marketing plan in a consistent, unified manner across all media forms. The program uses spectacular scenery that is viewed as accessible and approachable to boomers and families and combined with copy that engages its audience in a very real way. The challenge in crafting messages about Idaho will be to get beyond the obvious.

### Adventures in Living Campaign

- RUSTIC-CONTEMPORARY
- CONNECTION TO THE EXPERIENCE AND LOCATION
- A SENSE OF FAMILIARITY WITH IDAHO
- PROVIDE DEEPER, MORE MEANINGFUL PERSONAL EXPERIENCE
- INHERENT SPIRIT OF ADVENTURE



# { MARKETING PROGRAM ELEMENTS

For a state of our size, Idaho's marketing program is one of the most efficient in the country, and it is regularly acknowledged for its high level of creativity. Such acknowledgement is the result of a marketing plan that is focused and effective at targeting travel prospects that have a higher likelihood of visiting.

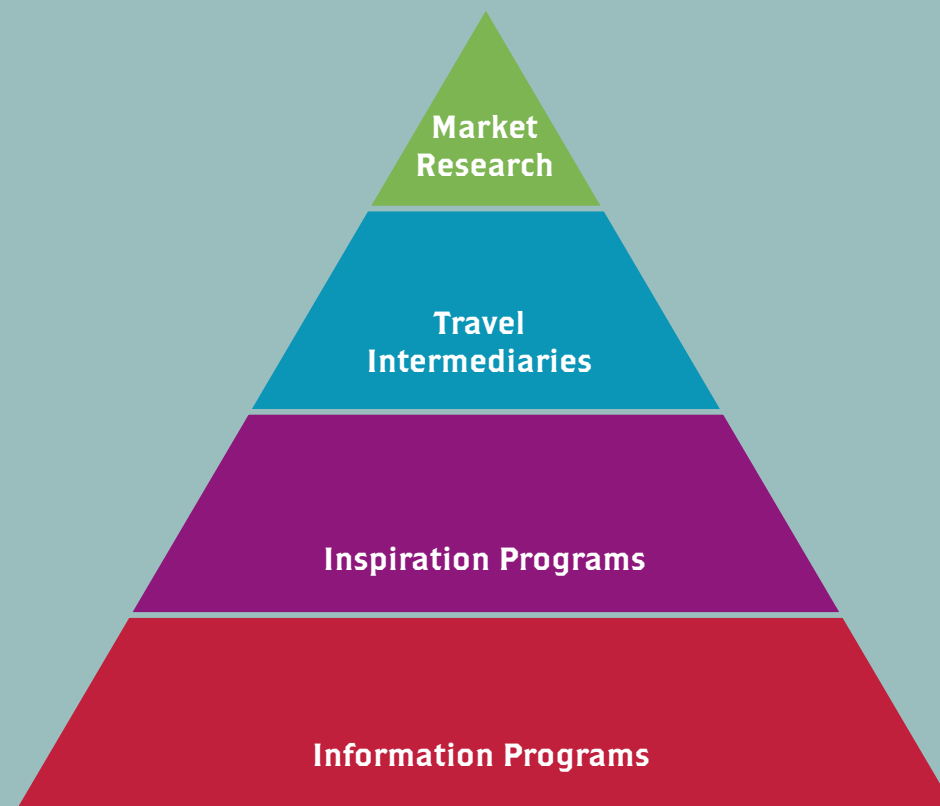
Idaho's tourism marketing is a multi-faceted, comprehensive, year-round program with two main components: State Program and Grants Program.

While executed separately, these components are focused on two primary goals: they inform and inspire.

The State plan informs potential visitors through a number of programs: travel guides, websites, brochures and online information. Market research helps guide the entire effort, and outreach to industry segments helps extend the information reach.

But simply informing visitors is not enough to stimulate travel. Visitors must be inspired to seek our information about traveling to our beautiful state. This inspiration role falls to domestic and international efforts in advertising and public relations. Marketing efforts will continue using multiple branded social media platforms, developing enhanced digital assets on VisitIdaho.org and creating new partnerships with innovative Idaho companies. New program elements include an interactive mapping solution with GeoData Technologies, immersive 360 degree virtual tours with Regal 360, new online viral campaigns and potential iPhone applications.

The State plan is topped off with programs directed to travel intermediaries because they influence large groups of travelers in their travel plans. Lastly, marketing Idaho to the film and commercial production industry falls under the purview of the Division and is included in the state marketing plan.



## INFORMATION PROGRAMS

# IDAHO REGIONAL TRAVEL GRANT PROGRAM

Created in 1981, the Idaho Regional Travel and Convention Grant Program is funded through a two percent lodging tax and collected by Idaho hotels, motels, and private campgrounds on the sale of rooms and camping sites.

Total lodging tax receipts are dispersed as follows:

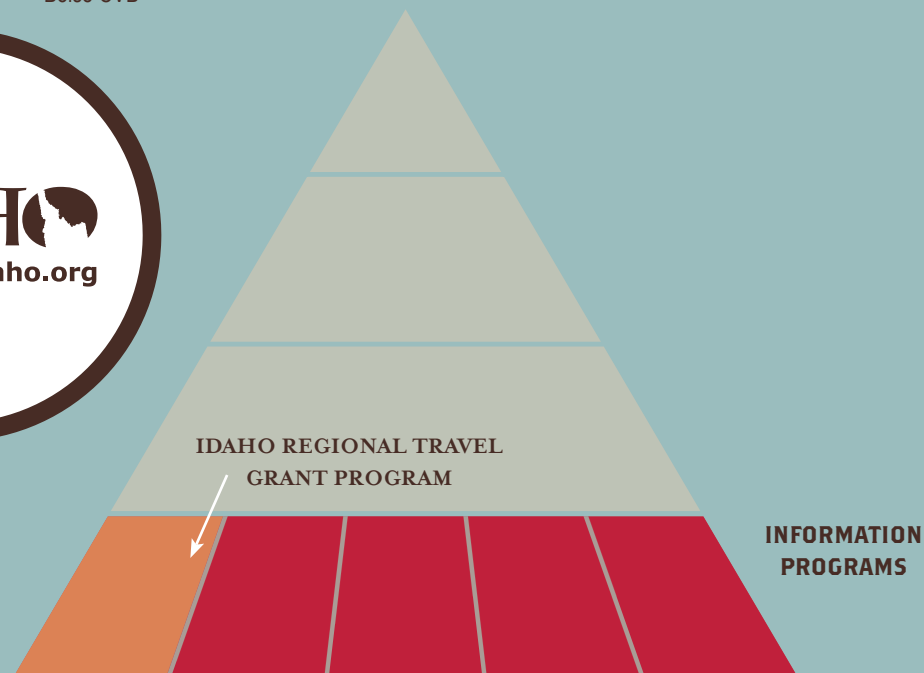
- 10% TO ADMINISTRATION OF THE TAX
- 45% TO FUND TRAVEL PROMOTION STATEWIDE
- 45% TO THE REGION FROM WHICH IT CAME AS TRAVEL & CONVENTION PROMOTION GRANTS

The grant funds are used to stimulate and expand the state's travel and convention industry through local efforts and matching funds. The Division of Tourism Development administers and processes travel and convention promotion grants awarded by the Idaho Travel Council (ITC). Grants are awarded to non-profit organizations that have an established travel and convention promotion program in place. Thirty-six regional and three multi-regional organizations were awarded nearly \$3.1 million dollars in grants in FY10 grant year.

Award recipients include non-profit local and regional tourism development organizations such as chambers of commerce and convention and visitors' bureaus. These organizations will use their awarded grant dollars to promote cities, towns and regions of the state as tourist destinations. Program elements will include print and electronic advertising, brochures, travel shows, direct mail, industry research and the creation of interactive websites. For more information on ITC Grant programs, including the ITC Grant Application, Handbook and Logo Guidelines, visit [www.commerce.idaho.gov/travel/grant-program](http://www.commerce.idaho.gov/travel/grant-program)

## FY10 GRANT AWARDS

Post Falls Chamber	Idaho Cutting Horse Association
Greater Sandpoint Chamber	National Old Time Fiddlers' Contest
North Idaho Tourism Alliance (NITA)	Nampa Chamber
Coeur d'Alene Chamber	Southern Idaho Tourism
Moscow Chamber	Twin Falls Chamber
Grangeville Chamber	Pioneer Country Travel Council
Kooskia Chamber	Beak Lake Valley CVB
North Central Idaho Travel Association (NCITA)	Greater Pocatello CVB
Salmon River Chamber	Idaho Falls CVB
Lewiston Chamber	Teton Valley Chamber
Kamiah Welcome Center	Yellowstone-Teton Territory
Orofino Chamber	Sun Valley Ketchum CVB
Mountain Home Chamber	Sawtooth-Stanley Chamber
Southwest Idaho Tourism Association (SWITA)	Salmon Valley Chamber
Downtown Boise Association	Challis Chamber
Gem County Chamber	Idaho RV Campgrounds Association (IRVCA)
McCall Area Chamber	Idaho Outfitters & Guides Association (IOGA)
Boise CVB	Idaho Ski Area Association (ISAA)



## INFORMATION PROGRAMS

# WEBSITES & INTERACTIVE

According to the Travel Industry Association, 79 million American adults are using online resources to plan their trips, and a majority (78%) of online travelers say they consulted the internet to get travel and destination information in 2005. These numbers have increased steadily in the past three years, especially among Idaho's key audiences of Boomers and Families. Boomers in particular have risen, showing a 47% increase in online adoption from 2000 through 2005.

As a result, it is critical to maintain online resources for potential Idaho travelers. A total of thirteen different tourism sites are currently online and marketed using industry best practices including search engine and keyword optimization and social marketing. These include mass-marketed consumer sites and a variety of "mini-sites" to specialty markets and activities. Idaho's travel industry is also served with sites designed for the group-tour market, film and commercial production, and hospitality training.

All eight sites are served by information from three key databases of Idaho lodging, events, and attractions. This helps provide consistency across all sites when consumers search any of them. The databases themselves are continually updated via [updateidaho.com](http://updateidaho.com), a database management tool providing 24/7 access by the Idaho Division of Tourism Development and members of Idaho's travel industry. All sites are hosted in secure web environments and sites are tracked and monitored on demand via Google Analytics.

E-mail promotions and e-newsletters have become effective tools to communicate with consumers and the industry. Idaho Journeys, the Division's consumer e-newsletter, is distributed quarterly. The Idaho Film Office distributes a e-newsletter catered to Idaho film industry professionals.

### [www.visitidaho.org](http://www.visitidaho.org)

The flagship website for consumers wanting to learn more about traveling to Idaho, featuring the most robust information available about Idaho attractions, accommodations, events, and more. The site contains microsites including Winter, Golf, Digital, Kids N Nature, Whitewater, Tour Idaho, FAM tours (CruisingTheLoop) and the official Adventures in Living microsite currently in development.

### [www.sledtherockies.com](http://www.sledtherockies.com)

Tri-State Snowmobiling site, shared with Montana and Wyoming.

### [www.lewisandclarkidaho.org](http://www.lewisandclarkidaho.org)

Official Lewis & Clark site for Idaho.

### [www.filmidaho.com](http://www.filmidaho.com)

Idaho Film Office website provides crew, equipment and support service listings, plus many contact and permit information sources.

### [www.rvidaho.org](http://www.rvidaho.org)

Online version of the existing Idaho RV & Campground Directory developed with the cooperation of the Idaho RV & Campground Association.

### [www.updateidaho.com](http://www.updateidaho.com)

Portal for information updates for Idaho lodging, attractions and events.

### [www.idahobyways.gov](http://www.idahobyways.gov)

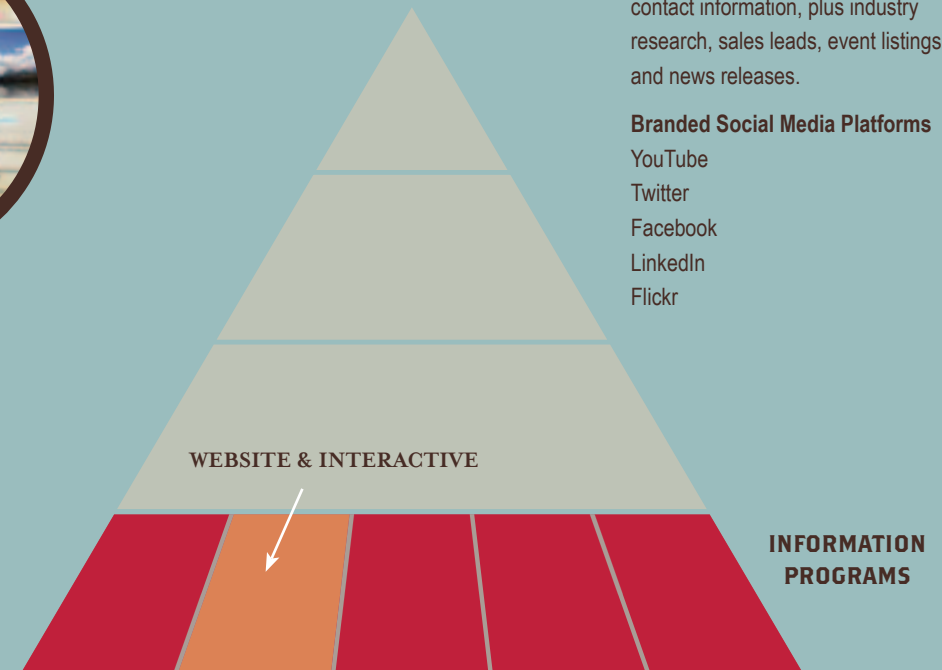
Official site for Idaho Scenic Byways, developed and maintained in conjunction with the Idaho Transportation Department.

### [www.tourism.idaho.gov](http://www.tourism.idaho.gov)

The Division of Tourism Development's industry website, with information about ITC and its members, grant program updates, Division staff contact information, plus industry research, sales leads, event listings and news releases.

### Branded Social Media Platforms

YouTube  
Twitter  
Facebook  
LinkedIn  
Flickr



## INFORMATION PROGRAMS

# TRAVEL PUBLICATIONS & INFORMATION CENTERS

Other than word-of-mouth, printed travel guides, maps, and brochures continue to serve as valuable off-line tools for travel planning. Compared to online resources, the value in travel collateral is the ability to show high resolution photography of Idaho destinations, provide stronger narrative and cater to specific audiences or activities.

The Idaho Travel Guide is the primary printed response piece for travelers to Idaho and is the definitive source for information, events, and lodging in Idaho. It is divided into seven regional sections with city lodging information, an outdoor adventure section and a winter section. As demand for travel information from the state's website has ballooned in recent years, demand for the printed Travel Guide has been holding steady. Currently, 150,000 units are to be printed in 2010. In addition, the new printed guide is now available as a complete digital guide for online viewing and sharing with friends.



Idaho has three Visitor Information Centers at its borders. Each center is located on the Interstate Highway system, thereby providing maximum exposure to travelers entering the state by automobile or RV.

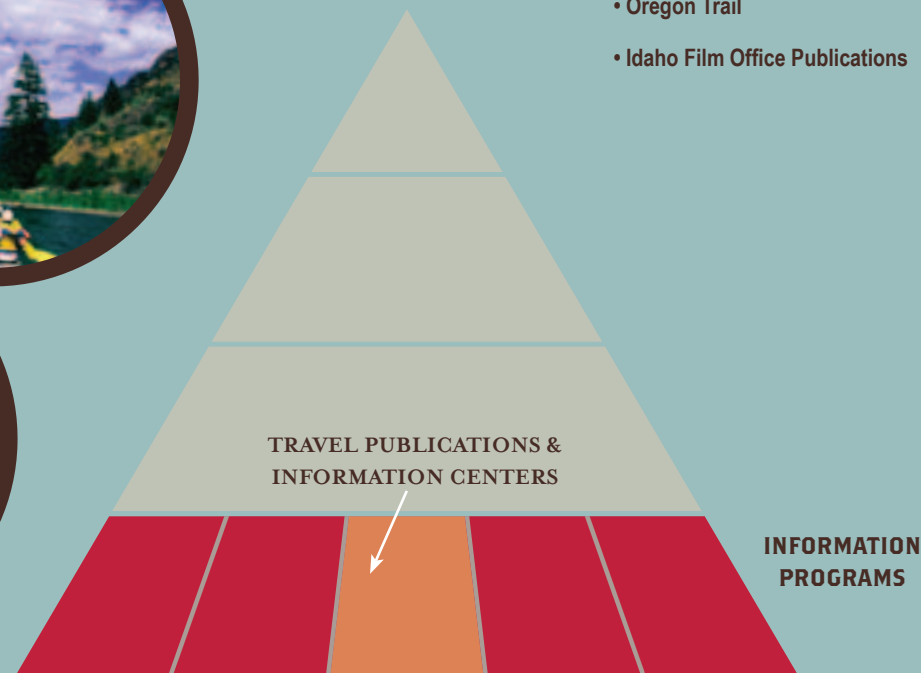
- **Huetter Visitor Center**  
(Interstate 90, North Idaho)
- **Snake River Visitor Center**  
(Interstate 84, Southwest Idaho)
- **Cherry Creek Visitor Center**  
(Interstate 15, Southeast Idaho)

The centers are volunteer-operated, and offer a wide mix of travel collateral, kiosks, wayfinding signage, and phone service.

For a complete list of local visitor centers and chamber/visitor bureau locations, please visit [www.visitidaho.org](http://www.visitidaho.org)

Beyond the Travel Guide, these information pieces are available:

- **RV Directory**  
(on behalf of Idaho RV & Campground Assoc.)
- **Official Highway Map**  
(with Idaho Transportation Department)
- **Idaho Scenic Byways brochure**  
(with Idaho Transportation Department)
- **Idaho State Parks Guide**  
(with Idaho Dept. of Parks and Recreation)
- **Idaho Golf Trail brochure**
- **Idaho Whitewater Trail brochure**
- **Foreign Language Brochures**  
(Chinese, German, French, Italian, Spanish)
- **Children's brochure:**  
"Hello from Idaho, the 43rd State"
- **Museums of Idaho**
- **Lewis & Clark Trail in Idaho**
- **Oregon Trail**
- **Idaho Film Office Publications**



## INFORMATION PROGRAMS

# PUBLIC RELATIONS & INDUSTRY OUTREACH

Public relations is a valuable component of the overall 2009-2010 Marketing Plan. Articles and stories about traveling in Idaho strengthen and complement advertising programs by giving valuable third party credibility/validity to the messages being communicated through advertising. The benefit of successful public relations can result in high profile editorial in key consumer travel publications and websites, as well as raising the profile of Idaho tourism across the industry.

The FY10 public relations strategic plan has been developed with a “meet in the middle” methodology, whereby customized information pieces are adapted to fit a variety of audiences. Unlike a “one size fits all” approach, this plan provides information about specific activities and interest and directs it to appropriate audiences (local, regional, national, international).

- Outdoor Idaho (fishing/hunting, boating, mountain biking, hiking, etc.)
- Skiing and Winter Sports
- River Trips and Guest Ranches (including Idaho Whitewater Trail)
- Camping and RVing (including State Parks)
- Golf and Resort Activities (including Idaho Golf Trail)
- City Life
- Historical and Cultural Highlights
- Wine Tours/Culinary Tourism
- Sightseeing (geology, wildlife, Ag tours, etc)
- Scenic Byways/Top 10 Scenic Drives
- Regional media focus targeting 11 western states (including print & social media)
- Demographic “bull’s eye” of baby boomers
- Focus on core Idaho content (seasonal & individual activities, niche markets)
- Seek editorial opportunities via industry-leading tools including HARO, PitchRate, VOCUS, MediaAtlas and Profnet
- Close collaboration with new marketing programs including Adventures in Living, Regal 360 and all media buys

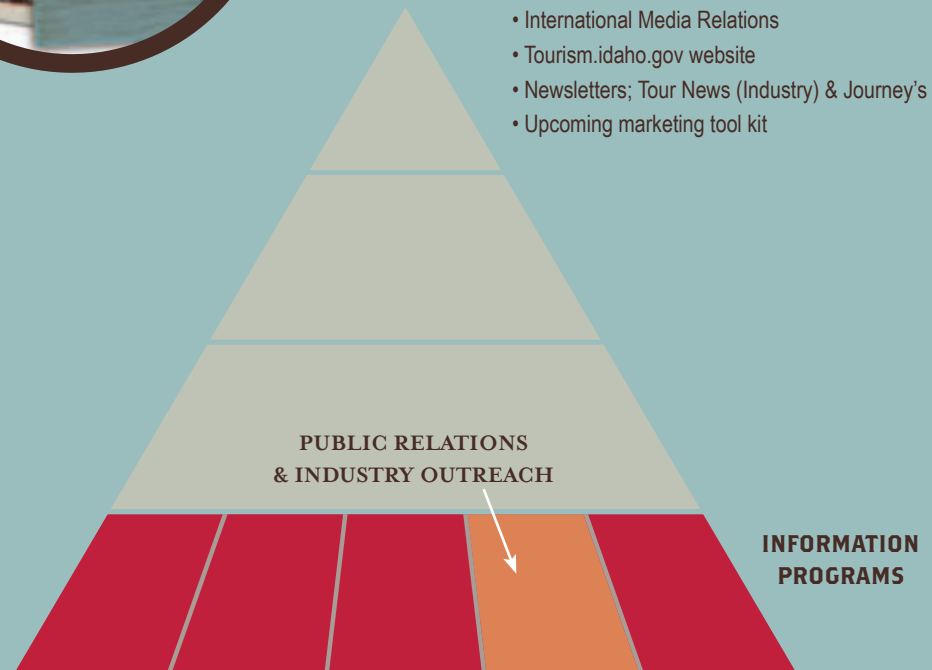
These areas of focus cover content pertinent to all seven travel regions of Idaho, and allow editors and publishers to easily obtain the information about Idaho that fits their journalistic interest, without wading through unwanted material.

## Tactical elements of the FY10 plan:

- Development of social media programming/planning online content creation
- Clipping service & media monitors
- Pro-active story pitching, editorial calendar building & tracking
- FAM & Media Tours
- Assistance with collateral items
- Media Relations & Press Release Distribution
- Distribute video content via Tube Mogul
- VOCUS System for ad-value tracking

The Division of Tourism Development also has a strong industry outreach program. Such outreach allows a forum for industry members to share ideas, create partnerships and generally keep abreast of the ITC marketing program.

- Idaho Travel Council meetings held throughout the state
- Idaho Conference on Recreation and Tourism (ICORT)
- Idaho Recreation and Tourism Initiative (IRTI)
- Grant Summit
- Regional visitations and local workshops
- International Media Relations
- Tourism.idaho.gov website
- Newsletters; Tour News (Industry) & Journey’s (Consumer)
- Upcoming marketing tool kit





## INFORMATION PROGRAMS

# IDAHO FILM OFFICE

The Idaho Film Office, as part of the Division of Tourism Development, is responsible for increasing the awareness of Idaho as a location for filming motion pictures as well as television, commercial, industrial, corporate, music video and interactive programming.

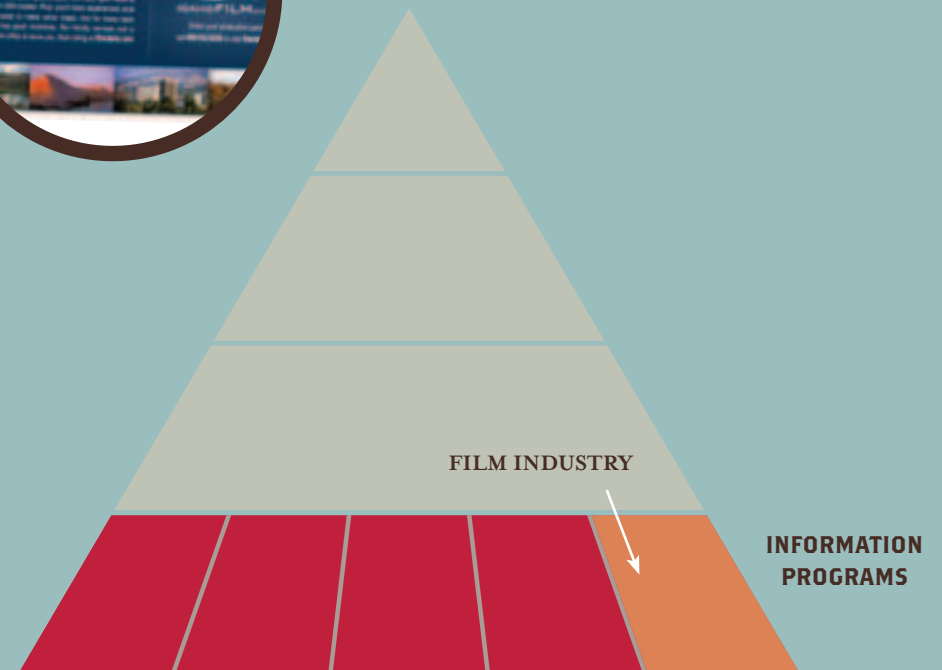
## GENERAL STRATEGIES

1. Build awareness of Idaho as a progressive site location for any film production.
2. Build capacity and capability of the Idaho Film Office so it can respond effectively to calls.
  - Educational workshops and film festivals
  - Work force development
3. Work with in-state film industry and allied industry suppliers to continue to provide infrastructure support & production facilities for the film industry.
  - Advertising campaign in national industry publications
  - Comprehensive film office website at [filmidaho.com](http://filmidaho.com)
5. Build awareness and support of the Film Office among key in-state constituent groups. Educate these groups to the economic and social benefits of the film industry to the state and local communities.
  - Idaho legislature and other public officials
  - Local chambers of commerce
  - Film industry suppliers in Idaho
  - Ancillary industries which may benefit from film activity
  - Governor's Project 60

# TARGET MARKET SEGMENTS

## TARGET AUDIENCES

1. Independent or small features: Independent filmmakers across the U.S. can also find Idaho's diverse scenery as a primary benefit, but can also be attracted more by the ease of permitting and overall lower cost of doing business in the state.
2. Commercial film production: The same benefits that make Idaho attractive to major studios and independent filmmakers also work for commercial production.
3. New media: Beyond features and commercials produced in Idaho, the state can benefit from attracting the industry to relocate to the state. Examples of companies are video game/software companies, special effects companies, post-production houses and studio production facilities (soundstages).



## INSPIRATION PROGRAMS

# PRIME & SHOULDER SEASON



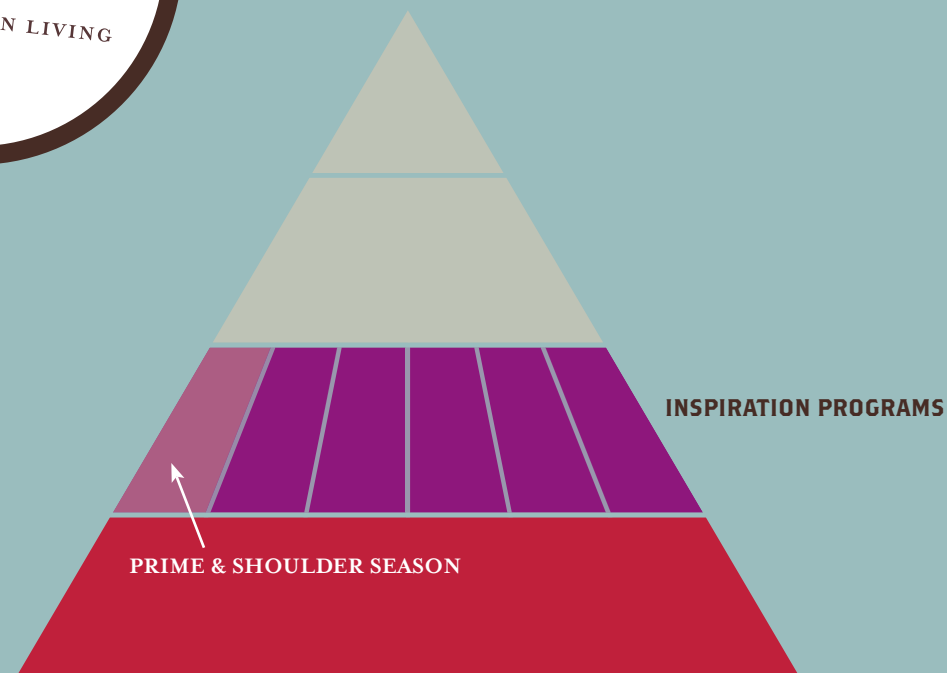
The warm weather months between April and November provide an excellent opportunity to develop Idaho's tourism business and expand its image as a sought-after travel destination. This is defined as the Prime and Shoulder seasons, and it's when most people travel and the industry is at its busiest. It's the prime season to gain market share, increase margins and introduce more visitors to the beauty and fun of an Idaho vacation.

People traveling in Idaho during these months also provide a fertile market for winter destinations since the likelihood of winter travel increases among crossover travelers who have experienced Idaho first hand. Further, the entire state and all seven travel regions benefit from travelers visiting our rural towns, back-roads and urban areas during these prime season months, accordingly the marketing program focuses much of its resources to maximizing travel to Idaho during this time.

### The strategy rests on two marketing premises:

- 1. Build an Idaho Image:** Develop a strong and impactful image of value, scenery and water amenities in all media. Show a strong Idaho name identity under the brand: Idaho. Adventures in Living.
- 2. "Ask for the order:"** Build messages in all media that demand attention and solicit an inquiry or trip. Use website address and 1-800# in a prominent manner to encourage easy response.

The focus for Idaho's prime and shoulder season campaign is based upon targeting audiences with integrated media solutions that are of interest to them. The campaign is run at a time when potential visitors are actively planning their leisure travel trips for this time.





## AWARD-WINNING MAGAZINE PROGRAM CONSUMER PUBLICATIONS TACTICS

The Adventures in Living prime season plan, which started in 2007, was awarded the best print campaign in the 2008 ESTO conference. For FY10 the concept will be expanded, incorporating new digital assets, which will continue to build Idaho's brand and showcase its image.

Additionally, magazines vertically segment target audiences in the 11 Western States to effectively target boomers, families and specific niche markets. But with hundreds of options of magazines to advertise in, a number of criteria are used to narrow the list of publications. Critical factors of a magazine's audience are analyzed against one another to achieve the most efficient magazine plan. All magazines are screened using three different filters to narrow the choices to the most appropriate and effective magazines.

- 1. Demographics:** Age, gender, household income, presence of children, suburban or small city resider, and western states circulation.
- 2. Psychographics:** Propensity to travel in U.S. and by auto/RV, use of online for travel planning/booking, VFR, and participation in outdoor activities.
- 3. Performance metrics:** Historical performance of inquiries, travel editorial, 11 western states circulation, rates and CPM, and value-added components.



## ONLINE MEDIA TACTICS

The Prime Season Online Plan rests on two major pieces: the combination of search engines and content sites. This combo is like using display and directory ads in the Magazine Program, and each has their own strengths.

Like a travel directory ad, search engines are effective because they reach consumers who are actively in the travel planning process. By purchasing Google, Bing and Yahoo keywords related to Idaho travel or popular Idaho recreation activities, relevant and specific messages can be presented to consumers.

Content sites are similar to large, display magazine ads. Because content sites provide huge reach, it is important to use a variety of sites, technologies and sizes to capture user interest. The Department of Tourism will also undertake reputation management programs with industry leaders like Trip Advisor and National Geographic to create additional awareness and exposure. This allows the chance to reach consumers in a variety of different ways, be it through a custom microsite, banner or button units, advertorial, lead generation, or a sweepstakes opportunity.

For FY10, the integrated marketing Adventures in Living campaign will include print, online, search, social media, PR and web tactics to launch the campaign's microsite.



## INSPIRATION PROGRAMS

# WINTER



The objective of the general winter marketing program is to promote Idaho as a premier destination for winter travel and to showcase the State as a great ski value. To accomplish this, the program will stimulate action by generating visits from non-residents in markets where travelers are concentrated and have the transportation access to Idaho: Western US and SW Canada.



**General Winter** – The objective of the general winter marketing program is to promote Idaho as a premier destination for winter travel. To accomplish this, the program will stimulate action by generating visits from non-residents in markets where travelers are concentrated and have transportation access to Idaho.

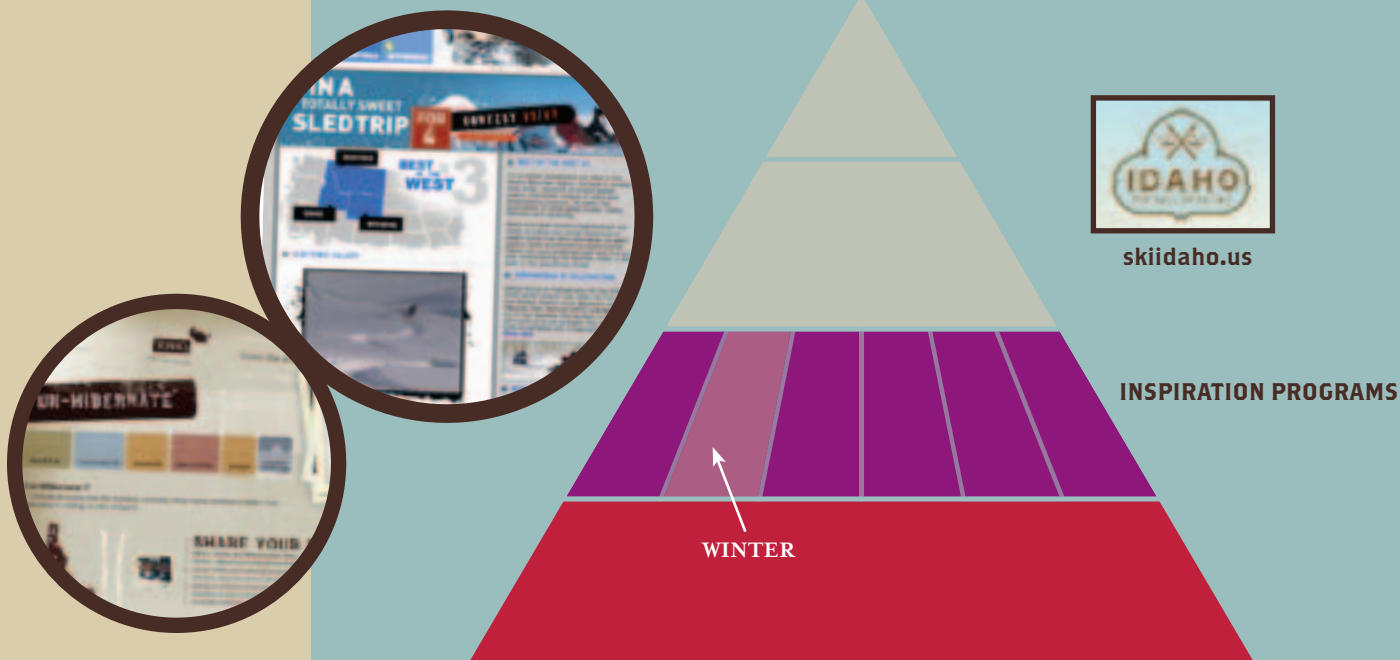
### Tactical elements include:

- Visitidaho.org/winter site that markets all Ski Idaho package deals, promotes the Travel Guide and provides value-add information throughout the winter season.
- Online: Search engine campaign with Google, Yahoo & Bing, content sites, keyword optimization and new media opportunities, including social media geared to winter enthusiasts residing in key nearby markets.
- Print Campaign in Horizon/Alaska Air, Dec issue.



**Snowmobiling** – The snowmobile marketing program is a success because of leveraging dollars. Both of its two elements are co-operatively based, maximizing exposure and messages using shared funds. The program is designed to raise awareness of Idaho and the Intermountain West as a premier snowmobiling destination. The effort is directed to markets in the upper Midwest and Pacific Northwest. Additional focus will be made to the Island Park area to counter the pending Yellowstone restrictions.

- Tri-State “Sled the Rockies” Co-op: Idaho’s \$36,000 investment in this program gets a value of three times as much when matched with Wyoming and Montana’s \$36,000 contributions. Co-op consists of an integrated campaign including online marketing, website development, and contest/incentive fulfillment.
- In-State Co-op: Comprised of co-op dollars from ITC grantees, this online lead generation program is designed to promote specific Idaho snowmobiling destinations. Those destinations receive qualified consumer leads for their own marketing/fulfillment.



## INSPIRATION PROGRAMS

# IN-STATE MARKETING

Promoting tourism to Idahoans is important as the state's population grows and in-state markets become more prominent. A reminder message to this influx of new Idahoans is to "play in their own backyard" and to "explore the state they call home." In-state marketing programs are supported in part by the ITC Grant Program, as well as with partnerships including the Idaho Recreation and Tourism Initiative (IRTI).

The ITC's Spring Integrated Campaign serves as a tool for in-state marketing, in addition to reaching nearby markets. Comprised of Idaho travel content and advertising from all seven travel regions, the insert drops pre-Memorial Day as a summer travel planning piece.

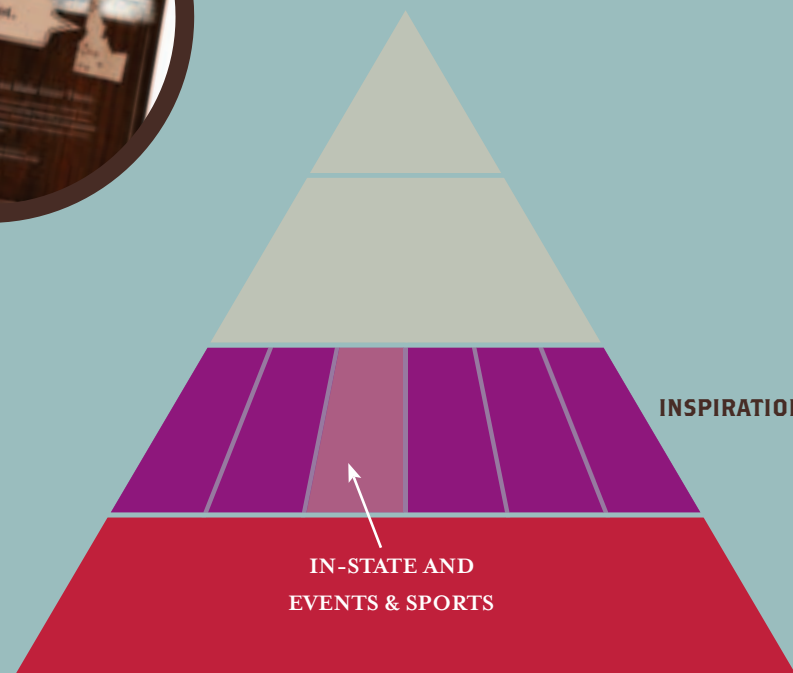
## INSPIRATION PROGRAMS

# SPECIAL EVENTS & SPORTS MARKETING

Hosting or sponsoring large-scale events can generate nationwide exposure for Idaho. It can also help lure future events that will make an economic impact to the state. The Division provides assistance to events that have a high probability of exposure for Idaho. They attend conferences and trade shows that focus on sporting events, disseminates potential event leads to local chambers and CVBs, and works with communities to attract and host events that are beneficial to their communities. Such benefits include generating local revenues and marketing programs including hospitality training.



- ALBERTSONS BOISE OPEN
- IRONMAN COEUR D'ALENE
- IRONMAN 70.3-BOISE





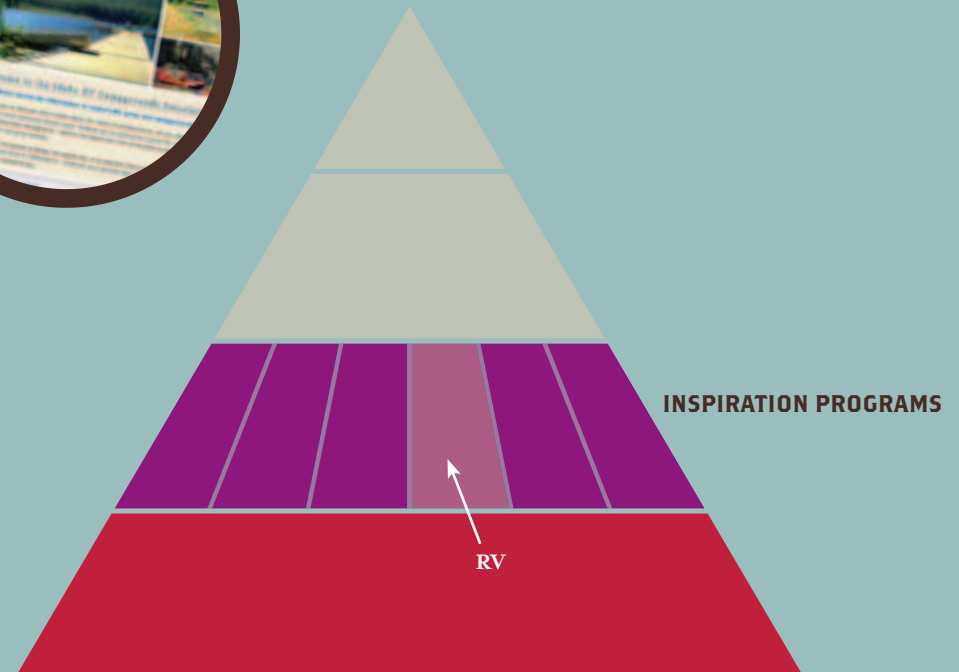
## INSPIRATION PROGRAMS

# RV

Idaho is known for its scenic beauty and its outdoor recreation opportunities, so it's natural to promote these attributes to users of RV's and campers. Several audience segments are heavy users of the state's public and private campgrounds and come to our state throughout the prime season.

Unlike families with children present, many boomers travel during the spring and fall shoulder seasons providing the states travel industry with needed revenues when they have availability. As more and more boomers move into their retirement years, the growth in the use of RV's and campers is projected to be steady.

- Promote the RV Idaho Guide as hard-copy brochure and PDF download
- Market the Adventures in Living Campaign to national RV organizations, including the GORVing Coalition
- Advertise in Western and National RV magazines
- Include Idaho RV content in social media campaigns, including posting photos and videos
- Partner with the Idaho RV Campgrounds Association on other marketing and editorial opportunities
- Host content on [www.rvidaho.org](http://www.rvidaho.org)
- Continue to support Idaho RV and Public Lands Campgrounds content on [www.updateidaho.com](http://www.updateidaho.com) and [www.visitidaho.org](http://www.visitidaho.org)



## INSPIRATION PROGRAMS

# INTERNATIONAL MARKETING

The state's International Marketing program seeks to expand the number and duration of international visitors to the state. The program works by cooperating and leveraging dollars with surrounding states in selling Idaho as part of the lure of the American West's culture and physical environment.

### Tactical Elements:

- Participation with three western states including Montana, Wyoming and South Dakota in Rocky Mountain International (RMI) to promote Idaho to Europe (UK, Germany, Italy, France, Netherlands), Australia and Scandinavia. Participation also includes national cities including Denver, Salt Lake City and Minneapolis.
- Work with existing Idaho trade offices, VisitUSA Committees, US Travel Association and US Commercial Service offices to increase the number of international visitors to Idaho.
- Attend missions, trade shows and tours that focus upon international travelers, disseminating leads to Idaho suppliers.
- Host familiarization trips and marketplaces to promote Idaho firsthand to tour operators, travel writers/bloggers and media.
- Provide leadership and education to the private and public travel industry in Idaho about the value of developing international business.
- Update international marketing content available on [commerce.idaho.gov](http://commerce.idaho.gov), [www.rockymtnintl.com](http://www.rockymtnintl.com) and [www.discoveramerica.com](http://www.discoveramerica.com) for constant access.




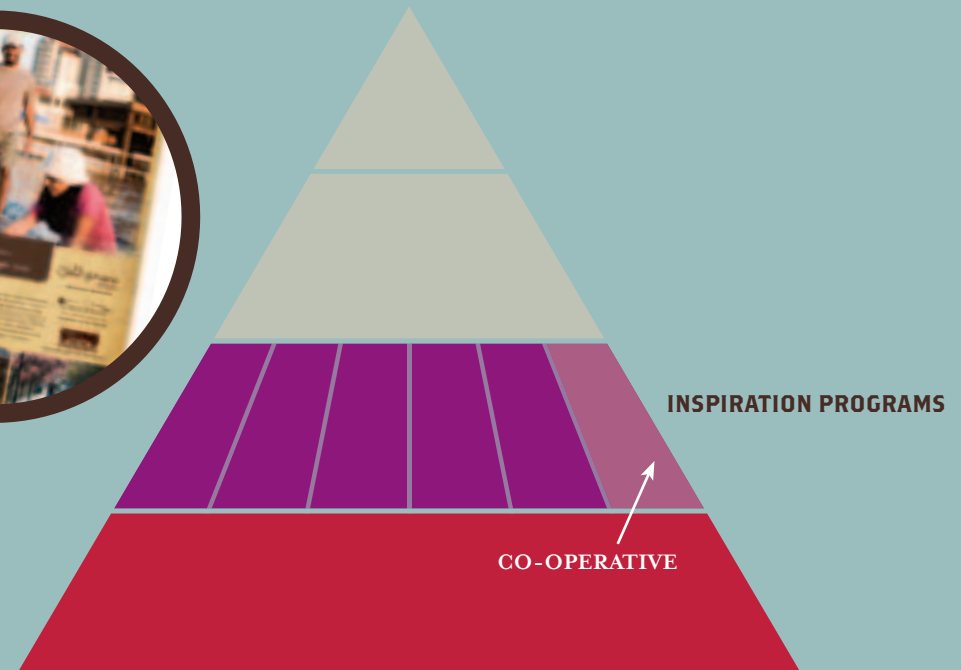
## INSPIRATION PROGRAMS

# CO-OPERATIVE MARKETING PROGRAMS

The task of building awareness of travel to Idaho is a formidable one and the resources available are limited. Therefore, an integral component of the overall marketing strategy is to partner with entities that have similar need and market objectives. Partnering provides significant advantages beyond the obvious of budget efficiency.

- It gives the State's message exposure in venues that would have otherwise been missed.
- It enhances the state's overall brand by providing a more holistic view of Idaho's travel product.
- It provides a forum for other travel service providers in the state to build upon the state's campaign at a low cost.
- It provides a higher level of media impressions for the state's identity.
- It allows the state message to be blended with others for a more comprehensive view of this region of the country.

Co-op Program	Partners	\$ (Idaho)	\$ (Partners)	\$Total	Components
Tri-State Snowmobile	ID, MT, WY	30,000	60,000	90,000	Internet & online advertisement campaign, sweepstakes contest
In-State Snowmobile	Various chambers & travel organizations	-	18,000	18,000	Online lead generation program
Spring Integrated Campaign (May 2010)	Idaho's travel industry	90,000	90,000	180,000	Print and online campaign in, all major Idaho markets and select western cities
Idaho Travel Guide	Various advertisers	170,000	100,000	270,000	4-color printed & online guides
Prime Season Magazine Co-op	Various public & private destinations in Idaho	40,000	40,000	80,000	Magazine advertising
Rocky Mountain International	ID, MT, WY, SD	234,560	1,258,000	1,492,560	Foreign offices, trade show participation, Film Tours
		 Total:	\$564,560	\$1,566,000	\$2,130,560



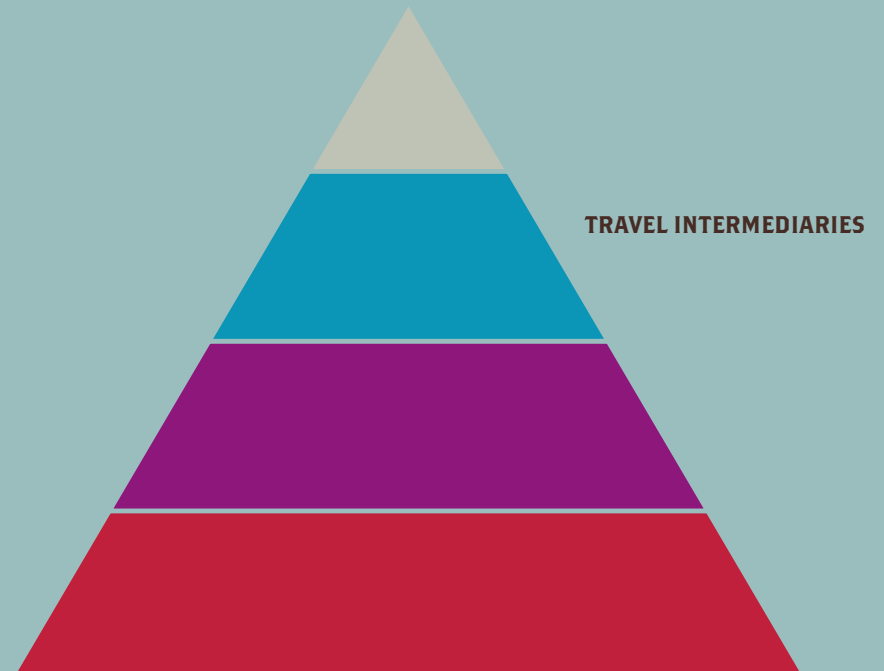
# TRAVEL INTERMEDIARIES

The travel intermediary market is a valuable segment for the continued growth of Idaho tourism and is served through the Division by providing information to third party gatekeepers who give recommendations, provide assistance, and book trips for consumers. These gatekeepers include:

- Travel Writers
- Group Tour Operators
- Meeting and Convention Planners
- Travel Agents

## Tactical Elements:

- Gives high priority to the regional grant program that addresses the travel intermediary market in an efficient manner.
- Provides leadership in organizing and managing statewide or regional efforts to stimulate awareness of Idaho directly to intermediaries.
  - Familiarization Trips
  - Media Tours
  - Media Blitz
  - Trade Shows
- Develops information about Idaho that will assist intermediaries in their recommendations.
  - Tour Idaho online group tour manual
  - Idaho meetings organization
- Maintains an events database to assist Idaho's travel industry to reach travel intermediaries.



# MARKET RESEARCH

Primary and secondary research is invaluable to the travel industry because market dynamics continue to change and consumer behavior can quickly shift. For tourism, market research can be used in a variety of ways, including:

- Economic Impact Studies
- Traveler Profiles / Motor Vehicle Surveys
- Traveler Attitudes and Awareness
- Segmentation Studies
- Message Testing
- Travel Impact International
- Customer Analysis & Identification
- On-demand online Survey Monkey tactics (Travel Guide, Customer Service)

For FY10, the Division of Tourism Development will continue to use the Longwoods Travel USA research study from FY09. In addition, the Division has allocated \$40,000 for a new economic impact study, which will provide an analysis of the economic impact of tourism to the state. An additional \$10,000 has been allocated to support a statewide comprehensive outdoor recreation & tourism plan in conjunction with the Dept of Parks & Recreation.



**MARKET RESEARCH**





# FY10 BUDGET SUMMARY



## I Year-Round Program

Public/Industry Relations:	\$88,000
Education/Research:	\$52,500
Year-round Promotions/Partnerships:	\$114,500
<b>Total, Year-round:</b>	<b>\$255,000</b>

## II Information Delivery

Fulfillment:	\$262,000
Websites:	\$100,000
<b>Total, Program Operations:</b>	<b>\$362,000</b>

## III Advertising & Promotion

Print Program:	\$1,120,000
Web Program:	\$489,000
Winter Program:	\$190,000
In-State Marketing Program:	\$90,000
International:	\$436,596
Other Promotions:	\$59,650
Other Publications:	\$27,000
<b>Total, Advertising and Promotion:</b>	<b>\$2,412,246</b>



## TOTAL FY10

Statewide Budget: \$3,029,246  
Idaho Travel Council Grants Awarded: \$3,085,690